




## SAMPLE SUPPLEMENT SALES REVENUE PROJECTION WORKSHEET



DNA Kit Wholesale Price	DNA Kit Retail Price	Number of Tests Per Month	Projected Monthly Revenue	Expected Annual Revenue	Supplement	Avg. Retail Price for 30 day Supply	Average Mark Up Rate %	Wholesale Cost	30 Day Supply Markup	Supplement Wholesale Cost	Adoption Rate of Supplement Users per Test Taker	Number of Projected Units Per Month	Projected Revenue per Month	Projected Annual Revenue
\$150.00	\$299.00	40	\$5,960	\$71,520	Carnitine Synergy	\$27.00	100%	\$13.50	\$13.50	\$13.50	70%	28	\$378	\$4,536
<p>* Sample numbers have been inserted for illustrative purposes.</p> <p>* Supplements listed are examples with accurate market pricing.</p> <div><p>SIMILAR ESTIMATES COULD BE MADE REGARDING MACRONUTRIENT MEAL SALES.</p></div>					GLA	\$22.50	150%	\$9.00	\$13.50	\$9.00	70%	28	\$378	\$4,536
					BCAAs	\$20.00	100%	\$10.00	\$10.00	\$10.00	70%	28	\$280	\$3,360
					Crave Arrest	\$48.00	100%	\$6.50	\$24.00	\$24.00	70%	28	\$672	\$8,064
					B Complex	\$16.25	150%	\$10.00	\$9.75	\$6.50	70%	28	\$273	\$3,276
					Omega 3:6	\$20.00	100%	\$10.00	\$10.00	\$10.00	70%	28	\$280	\$3,360
					(CLA) Conjugated Oleic Acid	\$20.00	100%	\$10.00	\$10.00	\$10.00	70%	28	\$280	\$3,360
					Thermo - Efx (DFH) or other Thermogenic supplement with bitter orange extract	\$20.00	100%	\$20.00	\$10.00	\$10.00	70%	28	\$280	\$3,360
					Baxaprin (DFH)	\$50.00	150%	\$7.50	\$30.00	\$20.00	70%	28	\$840	\$10,080
					Adrenal Support	\$18.75	150%	\$9.00	\$11.25	\$7.50	70%	28	\$315	\$3,780
					Polyphenols	\$22.50	150%	\$5.00	\$13.50	\$9.00	70%	28	\$378	\$4,536
					Chromium Synergy (DFH)	\$12.50	150%	\$12.50	\$7.50	\$5.00	70%	28	\$210	\$2,520
					CoQ10	\$25.00	100%	\$12.50	\$12.50	\$12.50	70%	28	\$350	\$4,200
40 TESTS/MONTH PROJECTED ANNUAL REVENUE					Supplement information condensed for viewing ease.								\$4,914	\$58,968
60 TESTS/MONTH PROJECTED ANNUAL REVENUE													\$7,371	\$88,452
80 TESTS/MONTH PROJECTED ANNUAL REVENUE													\$9,828	\$117,936

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\$150.00	\$299.00	60	\$8,940	\$107,280	Carnitine Synergy	\$27.00	100%	\$13.50	\$13.50	\$13.50	70%	42	\$567	\$6,804
Cowboys Fit GAME DAY DNA & Supplement Sales Revenue Projection Worksheet					GLA	\$22.50	150%	\$9.00	\$13.50	\$9.00	70%	42	\$567	\$6,804
					BCAAs	\$20.00	100%	\$10.00	\$10.00	\$10.00	70%	42	\$420	\$5,040
					Crave Arrest	\$48.00	100%	\$6.50	\$24.00	\$24.00	70%	42	\$1,008	\$12,096
					B Complex	\$16.25	150%	\$10.00	\$9.75	\$6.50	70%	42	\$410	\$4,914
					Omega 3:6	\$20.00	100%	\$10.00	\$10.00	\$10.00	70%	42	\$420	\$5,040
					(CLA) Conjugated Linoleic Acid	\$20.00	100%	\$10.00	\$10.00	\$10.00	70%	42	\$420	\$5,040
					Thermo - Efx (DFH) or other Thermogenic supplement with bitter orange extract	\$20.00	100%	\$20.00	\$10.00	\$10.00	70%	42	\$420	\$5,040
					Baxaprin (DFH)	\$50.00	150%	\$7.50	\$30.00	\$20.00	70%	42	\$1,260	\$15,120
					Adrenal Support	\$18.75	150%	\$9.00	\$11.25	\$7.50	70%	42	\$473	\$5,670
					Polyphenols	\$22.50	150%	\$5.00	\$13.50	\$9.00	70%	42	\$567	\$6,804
					Chromium Synergy (DFH)	\$12.50	150%	\$12.50	\$7.50	\$5.00	70%	42	\$315	\$3,780
					CoQ10	\$25.00	100%	\$12.50	\$12.50	\$12.50	70%	42	\$525	\$6,300
Total Projected Annual Revenue													\$7,371	\$88,452

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\$150.00	\$299.00	80	\$11,920	\$143,040	Carnitine Synergy	\$27.00	100%	\$13.50	\$13.50	\$13.50	70%	56	\$756	\$9,072
Cowboys Fit GAME DAY DNA & Supplement Sales Revenue Projection Worksheet					GLA	\$22.50	150%	\$9.00	\$13.50	\$9.00	70%	56	\$756	\$9,072
					BCAAs	\$20.00	100%	\$10.00	\$10.00	\$10.00	70%	56	\$560	\$6,720
					Crave Arrest	\$48.00	100%	\$6.50	\$24.00	\$24.00	70%	56	\$1,344	\$16,128
					BComplex	\$16.25	150%	\$10.00	\$9.75	\$6.50	70%	56	\$546	\$6,552
					Omega 3:6	\$20.00	100%	\$10.00	\$10.00	\$10.00	70%	56	\$560	\$6,720
					(CLA) Conjugated Linoleic Acid	\$20.00	100%	\$10.00	\$10.00	\$10.00	70%	56	\$560	\$6,720

[illegible]